

Cross Timbers Campus

Denton

1. **Quick pitch.** Please provide a 2-3 sentence quick pitch on your site. Below is what we pulled from your proposal, though I don't doubt you'll want to make changes.

Located just minutes from both the University of North Texas and Texas Woman's University campuses in Denton, Cross Timbers offers a unique opportunity for HQ2 that is a mixture of redevelopment and greenfield acreage. It has an existing amphitheater and historically significant buildings designed by renowned Texas architect O'Neil Ford. The rolling topography and 9-acre constructed pond are a natural fit for incorporating trails and outdoor activity areas into HQ2's design.

2. **Big Idea.** Though it's likely incorporated in your quick pitch, please also highlight the "big idea" of this site in a few words. Below is what we interpreted as the "big idea" of this site, but feel free to change:

Unique combined new development and redevelopment opportunity in Denton featuring open rolling acreage, historically significant buildings, and excellent travel connectivity.

1. **Incentive Summary.** These will be summarized in the print piece. *Infrastructure improvements should not be included in this piece.*

- a. Total estimated value (do not include infrastructure improvements): \$62,638,000.00
- b. Total estimated value of cash grant(s): \$250,000
- c. Total estimated value of tax incentive(s): \$62 million
- d. Total estimated value of other incentive(s) (note this should include free land, local workforce grant – not skills development fund, etc.): \$388,000
- e. Timeline to full realization of estimated incentive value: 15 years

2. **Key Points.** The following key points will be elevated in the print version.

- a. Property info
 - i. Site type: Greenfield + redevelopment
 - ii. Total acreage: 141 acres (expandable to 206)
 - iii. Initial 500,000 SQFT: Existing historically significant buildings (~34,000 square feet)
 - iv. Utilities: all to site
 - v. Fiber: to site;
 - vi. Current zoning: Industrial Center General, Industrial Center Employment, and Neighborhood Residential 2
- b. Logistics info
 - i. Nearest major highways: I-35
 - ii. Distance to nearest major highway: 5 minutes
 - iii. Bus status: 0.3 miles to nearest stop; customizable
 - iv. Rail status: none at site; customizable transit to two passenger rail stations in Denton

3. **Accolades/Pitch Points:** Please provide us with a few key selling points on your site/community. These should be short (less than 15 words) and powerful. Accolades are great.

- a. UNT: ranked as a Tier One Research University (Carnegie)
- b. UNT + TWU: student enrollment of more than 50,000
- c. 3 STAR Certified Community (by STAR Communities, the nation's leading framework and certification for local sustainability)
- d. Green leader: City electric utility provides 40% renewables to all customers, increasing to 70% by 2019
- e. Twice named most livable city in Texas (livability.com, 2014 and 2015)
- f. Denton County named #1 for strongest economic growth forecast for next 5 years (Oxford Economics)